Store Environment

Want to create a happy place to shop, learn, create, get help, and customers want to visit over and over again? Start here.

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"Shake to Feedback" and choose Support for questions or comments about this policy.

Cleaning and Preservation Standards

We maintain neat, clean, and organized stores in accordance with our preservation standards.

General Overview

Although some housekeeping is provided by a third-party cleaning service, stores are responsible for maintaining cleaning and preservation standards. Below is the distribution of responsibilities:

Owner	Responsibilities
Cleaning Service	• External and internal side of storefronts and storefront doors • Front of house floors, fixtures, walls, and doors • Back of house floors, walls, doors, furniture, countertops, appliances • Store bathrooms • Trash
Stores	• Electrical rooms • Fire exits • First aid kits • Flashlights • General violations • Misc. facilities issues • Rain/snow mats • Sidewalks • Snow and ice removal • Spills (FOH or BOH) • Spot-housekeeping as needed • Sprinkler systems • Trash
Preservation & Operations Specialist	Coordinate with Preservation for addressing problems arising with: • Electrical outlets • Exit signs • Fire extinguishers • Sprinkler system

Do

- Ensure your store is neat, clean, and organized in accordance with our preservation standards and the above guidelines.

Additional Resources

- See the Back of House Standards Guide in RetailMe.
- Speak with your in-store Preservation & Operations Specialist (P&O Specialist).

Procedure

Area	Policy
Electrical Rooms	All electrical rooms and electrical panels must be free of debris and unobstructed. Do not use electrical rooms for storage.
Fire Exits	All designated fire exits must have a clear, debris-free, unobstructed path at least three feet wide.
First Aid Kit	Maintain all first aid kits and keep them fully stocked via StaplesLink. The kits must be kept in the BOH and be easily accessible and available to all employees. Do not supplement the first aid kit or provide medication (e.g., pain relievers, decongestants, or antacids) to an employee or customer.
Flashlights	Maintain two working flashlights. Check and replace batteries regularly. Keep one flashlight at the cashwrap and one flashlight in the manager's office.
Food	Keep all food in a closed container and refrigerated, as necessary.
Sidewalks	Conduct a daily inspection of all sidewalks and clear any debris necessary. Preservation or the mall/landlord will provide cleaning as needed.
Rain/Snow Mats	In the event of rain or snow at street-front locations, place the rain/snow mat at the front entrance to the store. Periodically check to ensure that the floor remains dry. Immediately dry any wet areas.
Snow and Ice Removal	When needed, Preservation will provide periodic storefront clearing of snow and ice to prevent accidents. If necessary, spot-clear throughout the day.
Trash	A manager must inspect all trash bags before the trash leaves the store.
Violations	If you receive notice of a violation regarding equipment or building systems, immediately contact the Environmental Health and Safety Department at safety@apple.com and have the P&O Specialist escalate the matter to Preservation.

Customer Entrances (for stores that directly open to the outside)

We strive to create a comfortable space for our customers while upholding Apple's commitment to the environment.

General Overview

Customer entrances to our stores that open directly to the outside should remain closed at all times.

Do

- Ensure doors are unlocked during store hours.

In-Store Music

We strive to inspire customers with every visit and our in-store music is part of that experience.

General Overview

Play background music during all open store hours.

- Control music using the control panel at the Genius Bar or via savant.apple.com from a BOH Mac *(late 2011 stores on only)*.
- Control music for the theatre *(where applicable)* using the theatre podium.

Do

- Play only approved music from the in-store music server.

Do Not

- Do not create new playlists, download songs, or play any unapproved music for in-store music.
- Do not use the iTunes Visualizer on the in-store theater screen at any time.
- When a presentation is being given in the theater, the in-store music should not play in the theater area.

Refreshing Demo Systems

Demo iOS devices and Mac systems are refreshed at the beginning of each day to clear customer activity.

General Overview

Demo Mac systems require a restart to delete any customer activity and ensure current customer demos are loaded. All properly configured demo Mac systems shut down after store close and automatically restart before store opening.

Do

- Daily before store closing, power-cycle all iOS devices restored from a Restore Kit backup to remove customer data and preserve the customer experience.
- Ensure that demo Mac systems have restarted properly. If not, manually restart as needed.

Additional Resources

- See "iOS Demo" and "Mac Demo" on RetailMe

Window Dashes (Safety Decals)

We use safety decals on our glass to help customers see the glass storefront.

General Overview

Window dash safety decals are placed on glass windows and doors to help customers see the glass storefront. They are installed on the glass inside the store so they will stay put.

Do

- Ensure that window dashes are present on glass windows and doors, and are in good condition.

Do Not

- Do not remove a window dash unless you immediately replace it.

Additional Resources

- Window Dash Installation Guide on RetailMe
- For any questions regarding window dashes or requests for modifications work email storesupport@apple.com.